Fortitude Plethora: You'll survive your first year as a start-up if you do these 5 things

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The first year is always the most challenging for a start-up, explains Fortitude Plethora. To help new entrepreneurs survive their first year, the direct marketing specialists have shared their advice.

As all business owners know the first year of business is an obstacle course of challenges. Direct marketing specialists Fortitude Plethora offer their five tips on how to survive the first year of business.When starting a business from scratch, areas susceptible to teething problems can include: product, teams, business model and customer base.The business owner needs to demonstrate a lot of mental and physical prep work, energy and resilience.

About Fortitude Plethora: http://www.fortitudeplethora.com

Fortitude Plethora is an outsourced sales and marketing firm based in Manchester. The firm specialises in a personalised form of direct marketing where they work on behalf of their clients' brands to increase customer acquisition, brand awareness and brand loyalty. The firm works closely with their clients to establish their target markets and then takes personalised campaigns directly to these consumers via face-to-face marketing methods. This helps to create long-lasting and personal connections between brand and consumer.

In theory everything works - but nobody is doing business "in theory"

Understanding and being mentally prepared for the fact that in business, on paper, everything works great. In reality, nothing will go as well or as fast as planned. There will be a lot of friction. Anticipating obstacles along the way will better prepare a business owner to maintain a great attitude, when problems arise.

MD Toni Stewart of Fortitude Plethora believes that business owners need to stay calm and focused on tasks, so they can allocate 100% of their energy to deliver what is expected by their clients.

It's all about resilience

A successful first year will not only depend on skill-set but also (and most importantly) on the ability to adapt and "rebound" after unexpected events. Being adaptable, and being able to create a business model that is adaptable will make the difference in developing a reputation for delivering results not excuses.

First year is a marathon, not a sprint

In the first year energy management is the key; progressing at a steady pace, despite strong competitive pressure. Focusing on small wins every day, instead of hoping for a hypothetical home run.Toni Stewart understands that for the good of the company the correct approach is important to be able to maintain it throughout the first year.

Protect the asset: Your health

During the first year, a healthy diet, good sleeping habits and exercise are even more important than ever. With long hours, extra work and the likelihood of no vacation time it is important to look after personal health.

You are not alone

During the first year, colleagues will also experience the same level of stress and pressure.Everyone has good tips and "best practices" to cope with adverse conditions so it is very useful to share those for a better team performance. It contributes to strengthen the team spirit and cohesion, which is critical in such a demanding environment.

Fortitude Plethora's recent success, includes Toni Stewart being recognised by larger organisations and being recommended as a great young business owner and mentor. Since launching her business, Toni

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Stewart credits a lot of her success to following the above advice.

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